



# 2002 ECONOMIC CENSUS BOOK STORES AND NEWSSTANDS

FORM  
**RT-45104**

OMB No. 0607-0881: Approval Expires 06/30/2004

**DUE DATE**  
**FEBRUARY 12, 2003**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

RT-45104

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** our Web site at [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
-------------------------------------	---	---	---	---	---	---	---	---	---	---

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1 MONTHS IN OPERATION** Mark "X" if None

Number of months in operation during 2002 (If none, mark "X" and go to 29.) . . . . . 0002

2002	
Number of months	

**2 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes      0022  No - Enter current EIN (9 digits) → 0025  -

**3 PHYSICAL LOCATION**

**A. Is this establishment's physical location the same as shown in the mailing address? (P.O. box and rural route addresses are not physical locations.)**

0031  Yes

0032  No - Enter physical location →

0035 Number and street		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

**B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**

0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C. Type of municipality where this establishment is physically located**

0046  City, village, or borough      0047  Town or township      0048  Other or do not know



45104015

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

If a value is "0" (or less than \$500.00):

Report

Report

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.
1	0 2 6	

**4** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Sales of merchandise and other operating receipts (Exclude sales or other taxes collected). . . . . 0100

2002		
\$ Mil.	Thou.	Dol.

**5** E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

**A.** Did this establishment have any e-commerce sales and/or receipts in 2002? (E-commerce sales and/or receipts are sales of goods or services where an order is placed by the buyer, or price and terms of sale are negotiated, over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online. Please see the information sheet(s) for further clarification.)

0181  Yes - Go to line B

0182  No - Go to **6**

**B.** E-commerce sales and/or receipts of this establishment (Include e-commerce sales and/or receipts in **4**. Include shipping and handling charges. Exclude sales taxes.) . . . 0185

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

**6** EMPLOYMENT AND PAYROLL

**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in **2**.

**Exclude:**

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

2002	
Number	

**A.** Number of employees for pay period including March 12 . . . . . 0320

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

**B.** Payroll before deductions (Exclude employer's cost for fringe benefits.)

**1.** Annual payroll . . . . . 0300

**2.** First quarter payroll (January-March, 2002). . . . . 0310



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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**7** LEASED EMPLOYMENT AND PAYROLL

**A.** Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241  Yes - Go to line B

0242  No - Go to **13**

Mark "X" if None

2002		
Number		

**B.** Number of leased employees for pay period including March 12. . . . . 0370

**C.** Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

**1.** Annual payroll for leased employees . . . . . 0350

2002		
\$ Mil.	Thou.	Dol.

**2.** First quarter payroll for leased employees (January-March, 2002) . . . . . 0360

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

**8 - 17** Not Applicable.

**18** KIND OF BUSINESS

Principal kind of business in 2002  
(Mark "X" only ONE box.)

- 0700 451 211 10 16  Book store, general
- 451 211 30 12  Book store, school and college
- 451 211 20 22  Book store, religious
- 451 211 20 14  Book store, specialty
- 453 310 20 36  Book store, used
- 451 211 10 24  Book store/cafe
- 451 212 00 25  Comic book store
- 451 212 00 17  News dealer, newsstand
- 453 220 00 13  Gift, novelty, souvenir store
- 453 220 00 21  Greeting card store
- 772 000 00 12  Other kind of business - Specify ↴

0701

45104031

**19 CLASS OF CUSTOMER**

**A.** As a general business practice, did this establishment sell to household consumers and individual users in 2002?

0251  Yes

0252  No

**B.** Were 75% or more of this establishment's sales to retailers/wholesalers for resale in 2002?

0256  Yes

0257  No

**C.** Did this establishment require proof of business or professional license from new customers in 2002?

0276  Yes

0277  No

**D.** Estimate the percentage of this establishment's total sales (reported in **4**) by class of customer. (Circle all that apply and then report percentages for the items circled.)

- 1. Household consumers and individual users . . . . . 0261
- 2. Retailers for resale . . . . . 0263
- 3. Wholesale establishments for resale . . . . . 0264
- 4. Repair shops for use in repair work . . . . . 0265
- 5. Manufacturing and mining industrial users for use as input goods in production . . . . . 0266
- 6. Restaurants, hotels, food services, and contract feeding. . . . . 0267
- 7. Businesses for end use in their own operation, not for resale or production . . . . . 0268
- 8. Building contractors, heavy construction, and special trade contractors . . . . . 0269
- 9. Farmers for use in farm production . . . . . 0270
- 10. Governmental bodies (Federal, state, and local) . . . . . 0271
- 11. Export sales . . . . . 0262

12. Other - Specify ↴

0874  0272

13. TOTAL . . . . .

2002	
Whole percent of sales and receipts	
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
1 0 0	%

45104049

**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**20** METHOD OF SELLING

Principal method of selling in 2002  
(Mark "X" only ONE box.)

- 0751  Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752  Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753  Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754  Mail order
- 0755  Home shopping via television
- 0756  Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757  Vending machines
- 0758  Other - Specify

0759

**21** Not Applicable.

*HOW TO REPORT PERCENTS*

If figure is **38.76%** of total sales:

**Report whole percents**

2002			
Estimates are acceptable. Report dollars OR percents.			
\$ Mil.	Thou.	Dol.	Percent
			3 9

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in 4). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
<b>1.</b> Books (Report audio tape books on line 14 and comic books on line 2.)					
<b>a.</b> Trade, including fiction, non-fiction, adult, juvenile, new and back list reading, nonrack size paperbacks	20421				
<b>b.</b> Mass market paperback, rack size (Report nonrack size paperbacks on line 1a.)	20422				
<b>c.</b> Religious, including bibles, hymnals, testaments, religious oriented works, etc.	20423				
<b>d.</b> General reference, including dictionaries, atlases, etc.	20424				
<b>e.</b> Textbooks, including workbooks on elementary, high school, and college levels	20425				

CONTINUE WITH 22 ON PAGE 6

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**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
<b>1.</b> Books - Continued					
<b>f.</b> Professional, including technical, scientific, business, law, etc. . . . .	20426				
<b>g.</b> Other books, including University press, etc. . . . .	20427				
<b>h. Sum lines 1a through 1g</b> . . . . .	20420				
<b>2.</b> Magazines and newspapers . . . . .	20856				
<b>3.</b> Stationery products, including stationery, tablets, pads, and related products . . . . .	20851				
<b>4.</b> Office paper, including computer printer, copier, fax, and typewriter cut sheet paper . . . . .	20852				
<b>5.</b> Office and school supplies . . . . .	20853				
<b>6.</b> Greeting cards . . . . .	20855				
<b>7.</b> Souvenirs and novelty items . . . . .	20877				
<b>8.</b> Packaged liquor, wine, and beer . . . . .	20140				
<b>9.</b> Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others . . . . .	20150				
<b>10.</b> Kitchenware and homefurnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.					
<b>a.</b> Giftware and glassware, including vases ( <i>Report candy and confections on line 18.</i> ) . . . . .	20386				
<b>b.</b> All other kitchenware and homefurnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc. . . . .	20387				
<b>c. Sum lines 10a and 10b</b> . . . . .	20380				
<b>11.</b> Computer hardware, software, and supplies, including computer game software ( <i>Report computer-related furniture on line 26. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 12. Report office supplies on line 5. Report electronic games and electronic game devices on line 15. Report electronic game/DVD combination devices on line 24.</i> )					
<b>a.</b> Computer and peripheral equipment . . . . .	20375				
<b>b.</b> Prepackaged (off-the-shelf) computer software ( <i>Report electronic games and electronic game devices on line 15. Report electronic game/DVD combination devices on line 24.</i> ) . . . . .	20376				
<b>c. Sum lines 11a and 11b</b> . . . . .	20370				
<b>12.</b> Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ( <i>Report office supplies on line 5.</i> ) . . . . .	20854				
<b>13.</b> Jewelry, including watches, watch attachments, novelty jewelry, etc. . . . .	20400				

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
<b>14.</b> Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	20330				
<b>15.</b> Toys, hobby goods, and games (Report computer game software on line 11b. Report electronic game/DVD combination devices on line 24.) . . . . .	20460				
<b>16.</b> Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. (Report stationery products on line 3 and computer printer paper on line 4.) . . . . .	20190				
<b>17.</b> Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption . . . . .	20120				
<b>18.</b> Groceries and other food items for human consumption off the premises, including candy, gum, packaged snacks, etc.					
<b>a.</b> Bottled, canned, or packaged soft drinks . . . . .	20108				
<b>b.</b> All other foods, including dry groceries, canned and bottled foods, candy, packaged snacks, bakery products, etc. . . . .	20113				
<b>c. Sum lines 18a and 18b</b> . . . . .	20100				
<b>19.</b> Photographic equipment and supplies . . . . .	20440				
<b>20.</b> Women's, juniors', and misses' wear (Report girls', infants', and toddlers' wear on line 22 and footwear on line 26.) . . . . .	20220				
<b>21.</b> Men's wear (Report boys' wear on line 22 and footwear on line 26.) . . . . .	20200				
<b>22.</b> Children's wear, including boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories (Report footwear on line 26.) . . . . .	20240				
<b>23.</b> Drugs, health aids, beauty aids . . . . .	20160				
<b>24.</b> Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories (Report electronic games and electronic game devices on line 15. Report computer game software on line 11b.) . . . . .	20320				
<b>25.</b> Religious goods, except books (Report books on line 1.) . . . . .	20871				
<b>26.</b> All other merchandise (Report receipts for services on line 27.) Specify principal lines and estimated sales below . . . . .	29810				
<b>a.</b> _____	29811				
<b>b.</b> _____	29812				
<b>c.</b> _____	29813				
<b>27.</b> All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES	29900				
<b>28. TOTAL</b> (Should equal <b>4</b> if reporting in dollars.) . . . . .	29990				1 0 0

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23 Not Applicable.

24 SHIPPING AND HANDLING

A. Did this establishment have any receipts from customers for shipping and handling of merchandise in 2002?

0981  Yes - Go to line B

0982  No - Go to 25

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

B. Receipts of this establishment from customers for shipping and handling of merchandise. . . . . 0985

C. Are receipts for shipping and handling included in sales and receipts (reported in 4)?

0988  Yes

0989  No

25 Not Applicable.

26 SPECIAL INQUIRIES

USED MERCHANDISE

Did the sale of used or secondhand merchandise, including antiques and collectibles, account for more than 75 percent of the total sales and receipts reported in 4?

2101  Yes

2102  No

27 Not Applicable.



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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**28** ESTABLISHMENT ACTIVITIES

**A.** Indicate activities that were performed by this establishment or were performed for this establishment by another company during 2002.  
(Mark "X" ALL that apply.)

	This activity was performed by this establishment	This activity was performed for this establishment by another company	This activity was not provided by this establishment
<b>1. Product Development</b>			
<b>a.</b> Product design/engineering . . . . .	0921 <input type="checkbox"/>	0941 <input type="checkbox"/>	0961 <input type="checkbox"/>
<b>b.</b> Materials fabrication/processing/assembly/blending . . . . .	0922 <input type="checkbox"/>	0942 <input type="checkbox"/>	0962 <input type="checkbox"/>
<b>2. Order Fulfillment</b>			
<b>a.</b> Bundling or kitting (combining multiple items into a prepackaged product) . . . . .	0923 <input type="checkbox"/>	0943 <input type="checkbox"/>	0963 <input type="checkbox"/>
<b>b.</b> Pick and pack (taking goods from inventory and packaging them to fill orders) . . . . .	0924 <input type="checkbox"/>	0944 <input type="checkbox"/>	0964 <input type="checkbox"/>
<b>c.</b> Warehousing . . . . .	0925 <input type="checkbox"/>	0945 <input type="checkbox"/>	0965 <input type="checkbox"/>
<b>d.</b> Breaking bulk (reducing large shipments into smaller portions for customers) . . . . .	0926 <input type="checkbox"/>	0946 <input type="checkbox"/>	0966 <input type="checkbox"/>
<b>e.</b> Local delivery (within a city, town, or other local area, including adjoining towns and suburban areas) . . . . .	0927 <input type="checkbox"/>	0947 <input type="checkbox"/>	0967 <input type="checkbox"/>
<b>f.</b> Long distance delivery (beyond local areas and commercial zones) . . . . .	0928 <input type="checkbox"/>	0948 <input type="checkbox"/>	0968 <input type="checkbox"/>
<b>g.</b> Less than truckload . . . . .	0929 <input type="checkbox"/>	0949 <input type="checkbox"/>	0969 <input type="checkbox"/>
<b>3. Other Services</b>			
<b>a.</b> Customs brokerage (providing the services of a licensed customs broker). . . . .	0930 <input type="checkbox"/>	0950 <input type="checkbox"/>	0970 <input type="checkbox"/>
<b>b.</b> Logistics consulting (providing advice and expertise) . . . . .	0931 <input type="checkbox"/>	0951 <input type="checkbox"/>	0971 <input type="checkbox"/>
<b>c.</b> Processing of returned merchandise . . . . .	0932 <input type="checkbox"/>	0952 <input type="checkbox"/>	0972 <input type="checkbox"/>

**B.** During 2002 did this establishment:

<b>1.</b> Manage inventory owned by this establishment AND held at this location? . . . . .	0936 <input type="checkbox"/>	Yes	0937 <input type="checkbox"/>	No
<b>2.</b> Manage inventory owned by this establishment BUT held at a customer's location? . . . . .	0956 <input type="checkbox"/>	Yes	0957 <input type="checkbox"/>	No
<b>3.</b> Manage inventory owned by another company BUT held at this location? . . . . .	0976 <input type="checkbox"/>	Yes	0977 <input type="checkbox"/>	No
<b>4.</b> Manage inventory owned by another company AND held somewhere other than at this location? . . . . .	0994 <input type="checkbox"/>	Yes	0995 <input type="checkbox"/>	No



45104098

**29 OPERATIONAL STATUS**

Activity that best describes this establishment's status at the end of 2002  
(Mark "X" only ONE box.)

0011 <input type="checkbox"/> In operation	0014 <input type="checkbox"/> Ceased operation - Give date at right →	0018	Month	Day	Year
0013 <input type="checkbox"/> Temporarily or seasonally inactive	0015 <input type="checkbox"/> Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴				

0060 Name of new owner or operator		0061 Employer Identification Number			
		Enter EIN of new owner (9 digits) →		-	
0062 Mailing address (number and street, P.O. Box, etc.)					
0063 City, town, village, etc.			0064 State	0065 ZIP Code	
				-	

Remarks (Please use this space for any explanations that may be essential in understanding your reported data.)

**30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.**

Is the time period covered by this report a calendar year?

0078 <input type="checkbox"/> Yes	0079 <input type="checkbox"/> No - Enter time period covered →	FROM	Month	Year	TO	Month	Year
		0070			0071		

0072 Name of person to contact regarding this report	0073 Title

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074		-		0075		-

0076 Internet e-mail address	Date completed	Month	Day	Year
	0069			

**Thank you for completing your 2002 Economic Census form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

45104106